

Firm 7 Marketing

Tri Bureau Mortgage Triggers

SUMMARY

With Mortgage Inquiry Triggers you can identify and communicate with credit worthy consumers at the precise time when they will be most receptive to your offer. Derived from inquiries into a consumers credit report, these prospects are actively searching for new or refinance mortgage options. Firm 7 Marketing evaluates enormous amounts of inquiries from the three credit repositories to identify consumers who are in an immediate need of a mortgage.

Updated
Daily

ADDITIONAL NOTES

Minimum Order:

2,500 records or \$750, whichever is greater.

Cancellation Charges:

\$100 flat

Sample Mail Piece and/or Telemarketing Script is Required.

DELIVERY & FORMATS

Formats:

Comma or Tab Delimited
Fixed - Excel - Custom

Delivery:

E-Mail or FTP	\$50.00
CD-Rom or DVD Rom	\$50.00
Diskette	\$50.00
3 x 5 Cards	\$15/m
P/S Labels	\$11/m

PRICING

Daily Triggers	\$650/M
Weekly Triggers	\$300/M
Daily/Weekly with phones add	\$50/M

SELECTS

Baseline Selects

Geography
Phone Numbers
Inquiry Days/Weeks Back
Much More...

Mortgage

Mortgage Balance
Estimated LTV
Current Homeowner or Renter
Lendable Equity
Much More...

Credit

FICO
Revolving Debt Balance
Bankruptcies
Much More...

Please call for full attribute guides for daily and weekly triggers.

CONTACT INFORMATION

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